

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY TEHRAN

UNCLAS STATE 122475

E.O. 11652: N/A

TAGS: BEXP, IR

SUBJECT: COUNTRY COMMERCIAL PROGRAM (CCP FOR IRAN)

FOR AMBASSADOR HELMS FROM ACTING ASSISTANT SECRETARY SOBER

1. A DRAFT COUNTRY COMMERCIAL PROGRAM (CCP) FOR FISCAL YEAR 1975 IS BEING FORWARDED BY AIRGRAM FOR YOUR REVIEW. THIS PROGRAM IS DESIGNED TO HELP YOU IDENTIFY YOUR PRIORITY COMMERCIAL OBJECTIVES, DEVELOP PLANS TO ACHIEVE THEM AND ALLOCATE RESOURCES ACCORDINGLY. IT SHOULD PROVIDE YOU WITH A VALUABLE TOOL FOR MANAGING YOUR COMMERCIAL PROGRAM EFFECTIVELY.

2. I WOULD HOPE THAT YOU WOULD FIND TIME PERSONALLY TO REVIEW THIS DOCUMENT. COMMERCE'S NEA MARKETING DIRECTOR, PETER HALE, AND NEA COMMERCIAL COORDINATOR, HARRY MONTGOMERY, WILL BE IN TEHRAN FROM JUNE 12, SEVERAL DAYS PRIOR TO THE ECONOMIC/COMMERCIAL CONFERENCE, TO GO OVER THE DRAFT WITH YOUR STAFF. IF NECESSARY, THE DRAFT SHOULD BE MODIFIED TO ASSURE THAT THE PROGRAM REPRESENTS A REALISTIC APPRAISAL OF YOUR COMMERCIAL OBJECTIVES, PLANS AND RESOURCE ALLOCATION. (YOU MAY WELL WISH TO MAKE FURTHER CHANGES TO UPDATE THE PROGRAM IN THE COURSE OF THE YEAR.)

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3. WE WILL FOLLOW WITH SPECIAL INTEREST THE EMBASSY'S
EXPERIENCE WITH THE NEW PROGRAM AND ITS IMPACT ON OUR
EXPANDING COMMERCIAL INTERESTS IN IRAN. SISCO

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